Tobacco
Institute
Testing
Laboratory

5454 Wisconsin Ave.
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RECEIVED
OCT 1 1 1976

① ~~Ed Wrighton~~ 10/13/76

October 8, 1976 ② TITL

R. B. SELIGMAN

Dr. Ivor W. Hughes
Mr. Robert L. Kersey
Dr. Preston H. Leake
Dr. Robert B. Seligman
Dr. Alexander W. Spears
Dr. Murray Senkus

Gentlemen:

Enclosed are the graphic comparisons of the FTC and TITL results for Market Sample 18. Circled points represent non-filter brands and "X" 's the super long varieties.

Regression lines are shown for all brands, filter brands, non-filter brands, and filter brands less super longs. Correcting the filter regression by excluding super long data was not arbitrary. At least six results undoubtly came from samples frequently smoked with their filter perforations closed, so all values were eliminated to allow an undistorted comparison. While not admitting the "cover-up", the FTC lab is instituting precautions to reduce the possibility of reoccurrence.

After allowing for the peculair values, the data show laboratory agreement consistent with past test. Water results for TITL are still generally higher than those of the FTC.

Source: https://www.industrydocuments.ucsf.edu/docs/hjvl0001

And as the results show, they have yet to learn that non-filter cigarettes are delicate and, damage to the end upon insertion produces lower results.

Sincerely,

William L. Steele

William L. Steele

WLS/ps
Enclosures

xc: Mr. Horace R. Kornegay
Senator Earle C. Clements
Mr. Allan Topol
Mr. Frank Resnik

Source: https://www.industrydocuments.ucsf.edu/docs/hjvl0001